



United Way of North Carolina

2017 Spirit of North Carolina Application

Organization Name	Givens Highland Farms		
Street Address	200 Tabernacle Rd	City/St:	Black Mountain NC Zip 28711
United Way Name	United Way of Asheville and Buncombe Co		
Application Contact	Name: Kris Dionne	Email:	kristina.dionne@unitedwayabc.org

Organization – Employee Size <i>Check the appropriate box</i>	Type of Organization <i>Check the appropriate box</i>
<input type="checkbox"/> Up to 25 employees	<input type="checkbox"/> Financial/Banking Institutions
<input type="checkbox"/> 26-50 employees	<input type="checkbox"/> Manufacturing
<input type="checkbox"/> 51-100 employees	<input type="checkbox"/> Business Campaign
<input type="checkbox"/> 101-200 employees	<input type="checkbox"/> City/ County Municipality
<input type="checkbox"/> 201-500 employees	<input type="checkbox"/> Higher Education
<input type="checkbox"/> 501-1000 employees	<input type="checkbox"/> Hospital/ Health System
<input type="checkbox"/> 1001-1500 employees	<input type="checkbox"/> Retail
<input type="checkbox"/> 1501-2500 employees	<input type="checkbox"/> Not-for-Profit Agency - 501(C)3
<input type="checkbox"/> 2501-5000 employees	<input type="checkbox"/> Professional Services <i>(small business, partnerships, LLC accounting, architect, engineering firm, attorneys, etc.)</i>
<input type="checkbox"/> 5001+ employees	

Standards of Excellence Checklist

<input type="checkbox"/>	1.	Community engagement and volunteer culture – OUTSIDE OF UW RELATIONSHIP <i>Up to 5 Points</i>
<input type="checkbox"/>	2.	Partnership WITH UW to raise community awareness of needs & foster a spirit of giving <i>Up to 5 Points</i>
<input type="checkbox"/>	3.	CEO, Senior, and General Leadership Involvement and Giving <i>Up to 10 Points</i>
<input type="checkbox"/>	4.	Corporate or Foundation Contributions & Other Non-traditional and In-kind Gifts <i>Up to 5 Points</i>
<input type="checkbox"/>	5.	Employee Campaign Coordination, Recognition and Incentive <i>Up to 5 Points</i>
<input type="checkbox"/>	6.	Participation Level <i>Up to 10 Points</i>
<input type="checkbox"/>	7.	Special Events <i>Up to 10 Points</i>

Signature of the nominating United Way CPO or his/her designee:

Printed Name

Signature

ALL APPLICATIONS MUST BE SUBMITTED USING THIS FORM and COMPLETED "AS IS!"
Please do not add borders, headings, color, etc.

Organization Overview

Brief summary for use during Awards Ceremony

Philanthropic culture of organization:

Share one creative strategy, engagement opportunity, volunteer activity or special event that ignited campaign success

Three numerical successes you wish to highlight:

- Employee contributions increased from \$6597 to \$11,714
- Gained 3 new Leadership Givers
- Average gift increased from \$137 to \$286

Standard 1 – Community engagement and volunteer culture – *OUTSIDE OF UNITED WAY RELATIONSHIP*. Include relationship/work with other community stakeholders and partners.

- Describe how the organization works in tandem with community stakeholders to problem solve and create solutions that build stronger communities.
- Does the organization have a social responsibility policy or statement? If so, provide some highlights of the mission.
- Is the organization seen as a community philanthropic leader and why?
- How does the organization benefit from being involved in serving the community?
- Are there specific ways the organization builds a volunteer culture?
- What % of employees are engaged in volunteer work in the community?

Up to 5 points

Standard 2 – Organization’s partnership WITH UNITED WAY to raise community awareness of needs and foster a spirit of giving.

- Document ways in which the organization worked with United Way to generate enthusiasm for community involvement and support.
 - Specific rallies, events or programs
 - Unique awareness activities such as meetings, tours, speakers, and fairs.
- Comment on year-round engagement that exists, if applicable.

Up to 5 points

Standard 3 - CEO/Senior Leadership and General Leadership Involvement & Giving (Based on how the local UW defines leadership giving)

- Describe the role that senior leadership plays in “influencing” philanthropy, community support, and campaign activities
- How does the organization’s leadership in general promote a culture of giving?
- List any specific events **that are directed by the leadership team**

Up to 5 points

Complete the chart below. Up to 5 additional points

2.5 points awarded for any positive % change in leadership givers

2.5 points awarded for 10% or greater increase in % of leadership givers

Total possible points for Standard 3 = 10

Use local organization numbers if possible, otherwise indicate as statewide

Year	Total # of Givers	# of Leadership Givers	% of Leadership Givers	% Change in Leadership	Pts Awarded for positive % change	Pts Awarded - 10% increase or greater	Total Points
2017			%	%			
2016			%				

UW % of Leadership Givers - 2017 # of leadership givers divided by the 2017 total # of givers

UW Leadership Givers % Change - 2017 # of leadership givers minus the 2016 # of leadership givers divided by 2016 #

Outline any factors or information that could affect % of leadership givers.

Standard 4 – Corporate or Foundation Contributions and Non-traditional/In-kind Support

- List specific sponsorships, resources, materials, loaned executives, advertisements, videos, etc. that support the United Way campaign.
- List any “social media” communication used to build momentum and increase participation

Up to 5 points

Nonprofits and Federal organizations who cannot participate in corporate giving will be judged separately and the point value of this standard removed from the total possible earned points. Consideration will be given to small organizations whose employees participate but due to size are unable to also provide a corporate gift.

Year	Corporate Gift
2017	\$

Standard 5 – Employee campaign coordination, recognition, and incentive

- Describe the work of the campaign coordinator and/or committee, *listing successful planning tools, specific activities, and strategies* that propelled the campaign to success
- Detail how the *employees were recognized* within the workforce for their investment of time and resources
- Share any *specific incentives* used that proved to be effective in building motivation and resolve to give

Up to 5 points

Standard 6 – Participation Level

- How does the organization ensure that all employees have an opportunity to participate in the United Way campaign? **List specific steps** taken to reach and educate all employees.
- Describe any **efforts for outreach with specific groups such as new hires, seasonal employees, retirees, etc.**

Up to 5 points

Local corporate numbers are reported below unless indicated as statewide

Year	Total # of Employees	% Change	Total # of Givers	% Change	Points Awarded	% Participation	Points Awarded	Total Points Awarded
2017		%		%		%		
2016						%		

Employee % change – 2017 number of employees minus 2016 number of employees divided by 2016 number

Givers % Change – 2017 number of givers minus 2016 number of givers divided by the 2016 number

2.5 Points are awarded for positive percent change in Number of Givers

2.5 Points are awarded for positive percent change in Percent of Participation

Total possible points for Standard 6 = 10

Standard 7 - Special Events

- Successful special events are often the catalysts that educate and energize campaigns. Provide information below on 1-2 special events used to motivate/excite/reach employees and community.
- How did the event attract or impact potential and ongoing donors/volunteers?
- Describe event/impact results (quantitative and qualitative, if possible)
- Share creative event details

Up to 10 Points